

FOR IMMEDIATE RELEASE  
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BALTIMORE FIRM ACQUIRES  
14,100 ACRES IN HOWARD COUNTY  
FOR PLANNED NEW COMMUNITY

James W. Rouse, president of Community Research and Development, Inc., announced today that CRD, through an affiliated corporation, Howard Research and Development, Inc., has acquired 14,100 acres of land in Howard County between Baltimore and Washington. The land lies astride the Columbia Pike (Route 29) between Routes 32 and 108. CRD is a publicly owned development corporation with headquarters in Baltimore. It is managed by James W. Rouse & Company, Inc. Mr. Rouse is president of both corporations and of Howard Research and Development, Inc.

"The successful completion of this land assembly program can mark an important step in the future growth of Howard County and the Baltimore-Washington region," Mr. Rouse said. "It means that, for the first time, it will be possible to sit down with local officials and agencies and plan on a scale that will provide for future development of a quality and character that divided ownership and piecemeal development have never permitted."

"We are living in a period of enormous population growth. Cities are exploding over the surrounding countryside, consuming farms and villages as they sweep outward in vast, sprawling developments. Nowhere is this pressure more acute or the results more vivid than in the corridor between Baltimore and Washington."

Mr. Rouse pointed out that since 1940 the Baltimore-Washington area has increased in population by more than 1,700,000. By 1980 it is estimated that another 2,000,000 people will be added to this region. "It is much the fastest growing area in the East," he said. "Nowhere in the country are there two such large cities located so near one another -- 36 miles from center to center, 20 miles between the beltways surrounding each city."

"This surging growth of Baltimore and Washington threatens to engulf the land area between the two cities and join them together in one massive metropolis. Planning officials, citizen groups, and individuals who have moved to the country for space and air see the threat of this urban sprawl and seek to protect against it. But planning and zoning controls, alone, are not adequate to stem the flood. They can, at best, only moderate the density of growth. They cannot preserve real open spaces; protect the important natural resources of the area; concentrate new development into fine, well-balanced communities."

"It will be our purpose," Mr. Rouse stated, "working closely with local officials and agencies to plan a community that will fit naturally into the Howard County landscape, preserving the stream valleys, creating lakes and ponds, protecting hills and forests, and providing recreation areas, parks, and greenbelts that will separate and give identity, scale, and protection to the developed areas."

"By working sensitively and imaginatively within this 14,100 acre area; by planning for the real needs and yearnings of the people, we are confident that we can plan a community that will strengthen the environment for our neighbors



who now live in the vicinity of our land which will unfold, in the years ahead, as the finest community -- the finest living -- in the entire United States. We have assured the County Commissioners and other county officials of our determination to work with them to these ends.

Mr. John Martin Jones, partner in the Baltimore law firm of Piper & Marbury, has represented the purchaser in the land assembly program. More than 100 properties were acquired over the past twelve months to put together this 14,100 acre tract. The average price per acre for the entire tract, including commercial parcels, road frontage, land under development, and farm land was \$1,335 per acre.

Mr. Rouse has an extensive background as a mortgage banker and real estate developer. He was formerly a member of President Eisenhower's Advisory Committee on Housing; is currently a member of the Rockefeller Foundation's Advisory Committee on Urban Design; and was recently chosen by Harvard University to serve as chairman of its Seventh Annual Urban Design Conference. Last year Mr. Rouse was chairman of a subcommittee of the Miles Commission, which drafted the legislation establishing the Regional Planning Council to provide comprehensive planning for the Baltimore metropolitan area. He has also served as chairman of the Board of Directors of ACTION (American Council To Improve Our Neighborhoods) and is currently a member of the Executive Committee. He is vice chairman of The Greater Baltimore Committee and a director of the Citizens Planning and Housing Association of Baltimore, of the Union Memorial Hospital, and the Peale Museum. He is an Elder in the Brown Memorial Presbyterian Church.

Willard G. Rouse, brother of James W. Rouse, is executive vice president of CRD and senior vice president of James W. Rouse & Company, Inc. He is chairman of the Baltimore Youth Commission, a past president of the Baltimore Area Council, Boy Scouts of America; and in 1955, as a result of his successful leadership of the first joint fund drive, he was designated by the Advertising Club of Baltimore as Baltimore's "Man of the Year."

William E. Finley, formerly director of the National Capital Planning Commission in Washington, joined CRD and the Rouse Company last November as vice president for community development. Mr. Finley will be in direct charge of the planning operation and will be assisted by Morton Hoppenfeld, formerly chief of design at the National Capital Planning Commission and now senior planner with CRD.